



## RAJEEV GERA

Senior Vice President - Group Business Development, ANAND

Mr. Rajeev Gera is Senior Vice President and Head - Group Business Development at ANAND. Prior to this he was Chief Operating Officer of ANAND CY Myutec Automotive.

Rajeev has an extensive experience spanning 27 years within automotive sector in India and Europe. He has amassed experience across key functions including industrial/process engineering, supply chain management, sourcing and business development functions. Prior to joining ANAND, he worked with Hero Honda Motors, Delphi Chassis and KYB Spain. Rajeev joined ANAND as Supply Chain Head for Gabriel India in 2008. He became Chief Operating Officer of ANAND CY Myutec Automotive (Formerly known as Chang Yun India) in 2012. He is also a Director on the Board of Henkel ANAND India. Rajeev played a significant role in widening the customer base of ACYM by adding six major OEM customers. He was also responsible for putting up the steel synchroniser rings manufacturing project for commercial vehicle segment in ACYM. Under his leadership, ACYM was ranked a “Great Place to Work” in both 2017 and 2018.

Rajeev holds a B. Tech degree in Mechanical Engineering from NIT Durgapur, West Bengal. He has also completed the ‘Visionary Leaders for Manufacturing’ (VLFM) programme and the prestigious ‘Oxford Advanced Management and Leadership Programme’ (OAMLPL) from the University of Oxford.